

# Beyond education:

## Using Social Change Marketing to drive behavior change

Kathy Anderson, MPH, PhD  
[kathyjanderson@outlook.com](mailto:kathyjanderson@outlook.com)

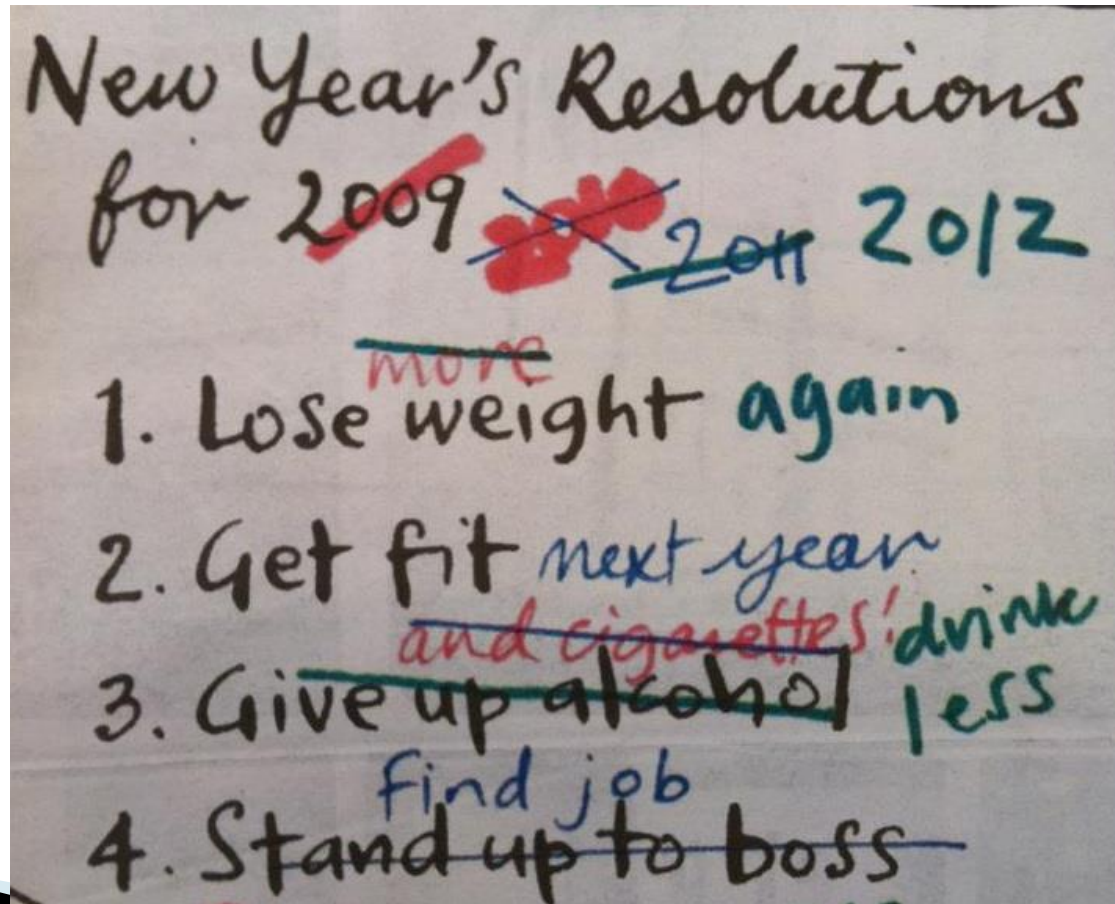
# Overheard this week

(from both public health folks and engineers!)

*"people just won't do  
what you tell them to!"*

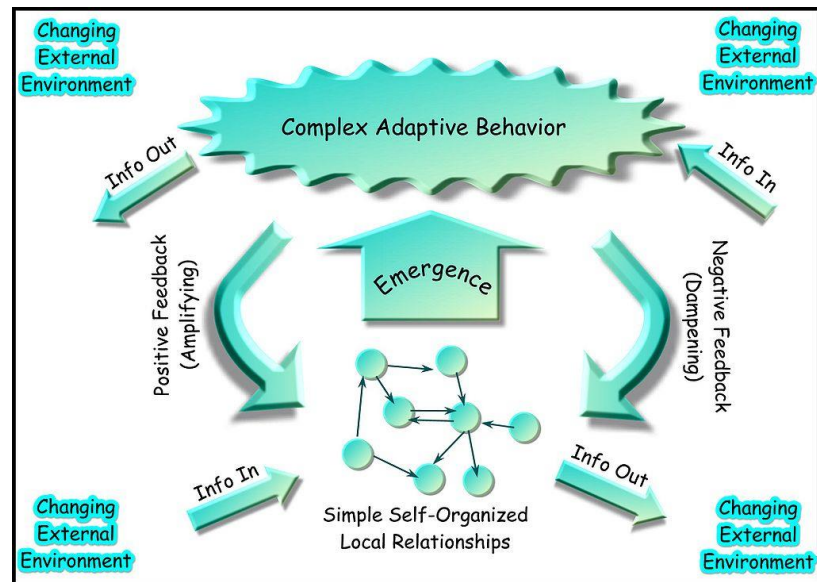
# Some of my behavior change attempts ...

## How about yours?!



# Changing behavior isn't easy

- ▶ NOT simply a matter of *Education, Willpower, or Technology*
- ▶ We are complex beings, with
  - Free will
  - Changing external environment
  - Competing interests
  - Social context
  - Psychological makeups



# Yet commercial marketers change our behavior all the time!





A background image featuring Darth Vader in the center, holding his red lightsaber, with several Stormtroopers in the foreground. The scene is set in a dark, atmospheric environment.

Why not borrow tactics from  
the “Evil Empire” of  
commercial marketing? 😊

# Social Change Marketing

*INFORMALLY:*

*“Influencing Behaviors for Good.”*

“Social [Change] Marketing is a **process** that uses **marketing principles** and techniques to influence target audience **behaviors** that will **benefit society** as well as the individual.”

Nancy R. Lee, Mike Rothschild, Bill Smith (2011)

# Hallmarks of Social Marketing

- A. Behavior-change centric
- B. Theory-informed
- C. Careful segmentation of target audiences
- D. Intensive target audience research
- E. Understanding the “exchange” from the audience perspective
- F. Using all of the above to creating an integrated, tailored set of interventions
  - Uses all the techniques of traditional marketing, not just advertising or communications

(adapted from French, et al. (2011))



# TYPICAL APPLICATIONS

- ▶ **Public health**
- ▶ **Environment**
- ▶ **Personal finance**

# Fun example: switch to fall lawn fertilizing in Chesapeake Bay area

Which campaign might work better?



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# A: IT'S ALL ABOUT BEHAVIORS

- ▶ **Reject:** don't use drugs
- ▶ **Modify:** use a condom every single time
- ▶ **Accept:** contribute monthly to your retirement savings
- ▶ **Abandon:** stop smoking
- ▶ **Continue:** regular cancer screenings

# A: Some sanitation-related behaviors?

- ▶ **Reject:** don't skip paying your bill
- ▶ **Modify:** reuse grey water only X times
- ▶ **Accept:** install a new system in your home
- ▶ **Abandon:** stop washing diapers in the greywater sink
- ▶ **Continue:** maintaining your in-house system

## B. Audience Segmentation and Targeting



- ▶ Who are the people at highest risk?
- ▶ Who are the people most open to change?
- ▶ Who are the groups that are critical for success?



# C. Intensive audience research



“You want to understand what the reality is for people who experience a particular problem...

...find out what they demand rather than only what can be supplied, and discover things that work.”

Craig Lefebvre blog,  
[http://socialmarketing.blogs.com/r\\_craig\\_lefebvres\\_social/2015/02/asking-the-first-question-for-change.html](http://socialmarketing.blogs.com/r_craig_lefebvres_social/2015/02/asking-the-first-question-for-change.html)

**D. Understanding the exchange:**  
Costs vs benefits: will the behavior change?

**WIIIFM ??**

# D. Understanding the exchange:

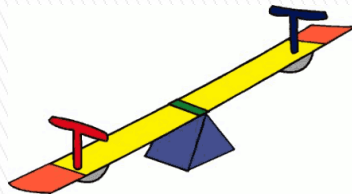
## Costs vs benefits

**WIIFM ??**

Value = Benefits – Costs  
Are Benefits > Costs?????

### ‘Typical’ costs of behavior change (not just money!)

- ▶ Be uncomfortable
- ▶ Spend more time
- ▶ Break a habit
- ▶ Resist peer pressure
- ▶ Risk relationships
- ▶ Give up leisure time
- ▶ Learn new skills
- ▶ Pay more money
- ▶ ...



### Typical benefits

- ▶ Traditional benefits
  - Better health
  - Better social life
  - Save the planet ☺
  - ...
- ▶ More nuanced benefits
  - Better role model for all children in their life
  - Being “cool”
  - Bonding with baby
  - .....

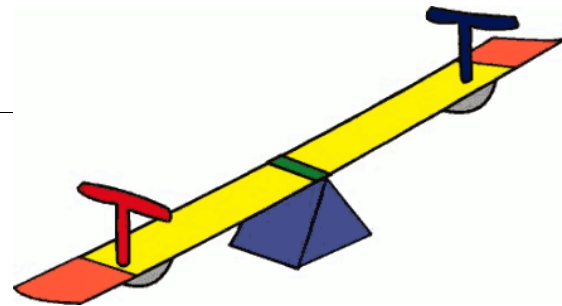
# C, D: The Two Keys to Social Marketing Formative Research

- ▶ Get “in their head,” see things their way
- ▶ Seek their barrier:benefit equation



- ▶ *Largely qualitative methods: interviews, focus groups, ethnography...*

Are Benefits > Costs?????



- ▶ They know best what will motivate them!

# E. Theory-informed

Common themes of behavior change theories  
(e.g. stages-of-change, ecological, planned  
behavior :



Environmental  
Constraints



Self-image

# F: Marketing's 4-pronged strategy

- I. Develop **products and services** that serve the consumer *from their perspective*
- II. Design the program to **maximize benefits and minimize “costs”** *from their perspective*
- III. Make the behavior change **easy and pleasant** *from their perspective*
- IV. **Promote** the program in cost-effective ways that fit *how they get their information*



# I: SM Products and Services

## ► Some Goods

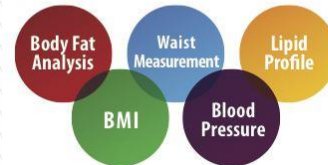


## ► Some services



**Know your numbers.**

**FREE HEALTH SCREENING**

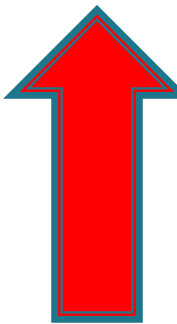


SATURDAY, FEBRUARY 27, 2016  
8:00 A.M. – 11:00 A.M.



## II: Maximize benefits and decrease costs

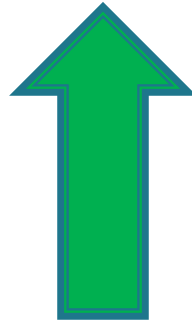
- ▶ Increase the benefits of the new, desirable behavior
- ▶ Decrease the “costs” of this desired behavior
- ▶ Increase the costs of the current behavior



# Example: Recycling

- ▶ Increase the benefits of the new, desirable behavior

*Recognition in neighborhood newsletter*



- ▶ Decrease the costs of the desired behavior

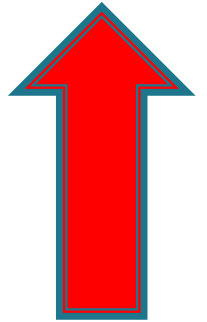
*Discounts on garbage pickup if recyclables are sorted*



- ▶ Increase the costs of the current behavior (putting recyclables in the trash)

*Neon signs flagging violators*

*\$\$ Fines*



# III: Making the behavior change easy and pleasant

**#1. Make the Location Closer (e.g. recycling)**



**#2. Extend Hours (e.g. screening)**



**#3. Be there at the point of decision-making (e.g. condom wallets)**

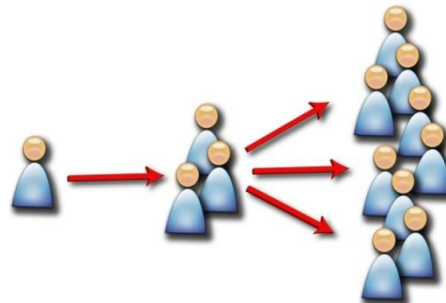


**#4. Make the location more appealing (e.g. childhood exercise)**



# IV: Promoting the behavior change

- ▶ Advertising 
- ▶ Events
- ▶ Public relations and publicity
- ▶ Word-of-mouth marketing





# Social Change Marketing in Sanitation Settings

- ▶ **“Workbook” for creating a Social–Change–Marketing sanitation intervention**
  - Devine, J., & Kullmann, C. (2011). Introductory guide to sanitation marketing. Retrieved from <https://openknowledge.worldbank.org/handle/10986/17352>
- ▶ **Why SCM is relevant to sanitation projects**
  - Cairncross, S. (2004). The case for marketing sanitation. *WSP-AF (Water and Sanitation Program for Africa) Field Notes, Nairobi, Kenya*. Retrieved from [http://www.wsp.org/sites/wsp.org/files/publications/af\\_marketing.pdf](http://www.wsp.org/sites/wsp.org/files/publications/af_marketing.pdf)
  -
- ▶ **Experiences from under–developed areas**
  - Devine, J. (2010). Sanitation marketing as an emergent application of social marketing: experiences from East Java. *Cases in Public Health Communication & Marketing*, 4, 38–54. Retrieved from [http://publichealth.gwu.edu/departments/pch/phcm/casesjournal/volume4/peer-reviewed/cases\\_4\\_04.pdf](http://publichealth.gwu.edu/departments/pch/phcm/casesjournal/volume4/peer-reviewed/cases_4_04.pdf)
  - Dickey, M. K., John, R., Carabin, H., & Zhou, X. N. (2015). Program Evaluation of a Sanitation Marketing Campaign Among the Bai in China A Strategy for Cysticercosis Reduction. *Social Marketing Quarterly*, 21(1), 37–50.
  - Jenkins, M. W., & Curtis, V. (2005). Achieving the ‘good life’: Why some people want latrines in rural Benin. *Social science & medicine*, 61(11), 2446–2459. Retrieved from <http://hygienecentral.org.uk/pdf/SSM%20Jenkins&Curtis2005.pdf>



# Two recent student projects

- ▶ Adopting in-home grey water treatment systems for wash water (Cara Lucas, Jennifer Dobson)
- ▶ Sustainability of community systems through payment of bills (Korie Hickel, Bailey Gamble)

# Summary

- ▶ Social change marketing is an effective, often-used framework for changing behaviors for the good
- ▶ It is complementary to technology solutions
- ▶ Major differentiators
  - Based on in-depth knowledge of target audience
    - Including cost vs. benefit analysis
  - Benefits of the behavior change are put in terms of “their” views, not “ours”
  - Full complement of marketing techniques
- ▶ Thanks!

# Some general resources

## ▶ Books\*

- Lee, N. R., & Kotler, P. (2016). *Social marketing: Influencing behaviors for good* (5th ed.). Thousand Oaks, CA: SAGE.
- McKenzie-Mohr, D. *Fostering Sustainable Behavior*. Available online [www.cbsm.com](http://www.cbsm.com)

## ▶ Papers\*

- Grier, S., & Bryant, C. A. (2005). Social marketing in public health. *Annual Review of Public Health*, 26, 319–339.

## ▶ Periodicals

- Social Marketing Quarterly
- Journal of Social Marketing

## ▶ Online resources\*

- [http://socialmarketing.blogs.com/r\\_craig\\_lefebvres\\_social/](http://socialmarketing.blogs.com/r_craig_lefebvres_social/)
- ▶ <http://www.cdc.gov/healthcommunication/cdcynergy/index.html>
- ▶ [www.cbsm.com](http://www.cbsm.com) (also a listserv) Doug McKenzie-Mohr, “environmental psychologist”

## ▶ Intermittent Summer Elective, UAA MPH Program ☺ \*

- bring a project

\*see me for details

# Sanitation-specific resources

- ▶ Devine, J., & Kullmann, C. (2011). Introductory guide to sanitation marketing. Retrieved from <https://openknowledge.worldbank.org/handle/10986/17352> .
- ▶ Cairncross, S. (2004). The case for marketing sanitation. *WSP-AF (Water and Sanitation Program for Africa) Field Notes, Nairobi, Kenya*. Retrieved from [http://www.wsp.org/sites/wsp.org/files/publications/af\\_marketing.pdf](http://www.wsp.org/sites/wsp.org/files/publications/af_marketing.pdf) .
- ▶ Devine, J. (2010). Sanitation marketing as an emergent application of social marketing: experiences from East Java. *Cases in Public Health Communication & Marketing*, 4, 38–54.
- ▶ Dickey, M. K., John, R., Carabin, H., & Zhou, X. N. (2015). Program Evaluation of a Sanitation Marketing Campaign Among the Bai in China A Strategy for Cysticercosis Reduction. *Social Marketing Quarterly*, 21(1), 37–50.
- ▶ Jenkins, M. W., & Curtis, V. (2005). Achieving the ‘good life’: Why some people want latrines in rural Benin. *Social science & medicine*, 61(11), 2446–2459.

# Chinese SM sanitation campaign

(p.1) (Dickey et al., 2015)

- ▶ Background: Cysticercosis prevention
- ▶ Behavior change: Build, use, and maintain toilet
- ▶ Theory: possibly Social Norms or Social Cognitive
- ▶ Segmentation: rural Bai villages
  - Raise pigs, eat raw pork
- ▶ Understanding of “exchange”
  - Distrust of outside experts
  - Squat-style preferred over sit-style
  - Some wanted simple, others wanted elaborate
  - Main motivations: convenience, privacy, cleanliness, progress
    - note: not disease-prevention!

# Chinese SM sanitation campaign

(p.2)

## ▶ Elements of the program:

- Demo toilets
- Half-day kickoff “fair” with games & prizes
- Brochures and logo’d hats
- Personal followup
- Local building coordinator
  - Help find and train local builders
  - Construction quality-control
- Government price subsidies (dependent on Quality)

## ▶ Outcomes

- Same # of toilets in intervention vs control villages
- Superior user satisfaction and increased use of toilet in intervention villages